

Looking for more cookie resources?

Scan the QR code below to visit the GSNWGL cookie program page!



Ways to Support Your Cookie Entrepreneur

- Help your Girl Scout set up their Digital Cookie site.
- Help your Cookie Entrepreneur keep money safe.
- Know the rules and safety guidelines.
- Model business ethics, decision making, people skills, and safety as you support your Girl Scout.
- Practice building skills at home and earn the Cookie Entrepreneur Family pin.
- Ask your troop leader how you can help the whole troop reach its goals. Your Girl Scout will learn to be a helper and take action by watching you.
- Help your Girl Scout make arrangements to connect with people in their network.
- Never do things for your Cookie Entrepreneur that they can do for themselves, even if it's quicker and easier for you to do them.
- Have fun together along the way and engage your whole family in supporting your Girl Scout!

Safety Information

Please keep the following safety tips in mind while selling Girl Scout cookies:

1. Daisies, Brownies, and Juniors must always sell with an adult. Cadettes, Seniors, and Ambassadors use the buddy system or sell with adults.
2. Never enter anyone's house or apartment when taking or delivering orders.
3. Practice pedestrian safety.
4. Return home frequently when collecting money so you aren't carrying large amounts of money.
5. Only share first names, and do not give out personal information like phone numbers or addresses.
6. Know the name and phone number of an adult to contact in case of an emergency.

Girl Scout Rewards

Girl Scouts can make their reward choices in Digital Cookie!

Our cookie dough (program/retail credits) comes in two choices:

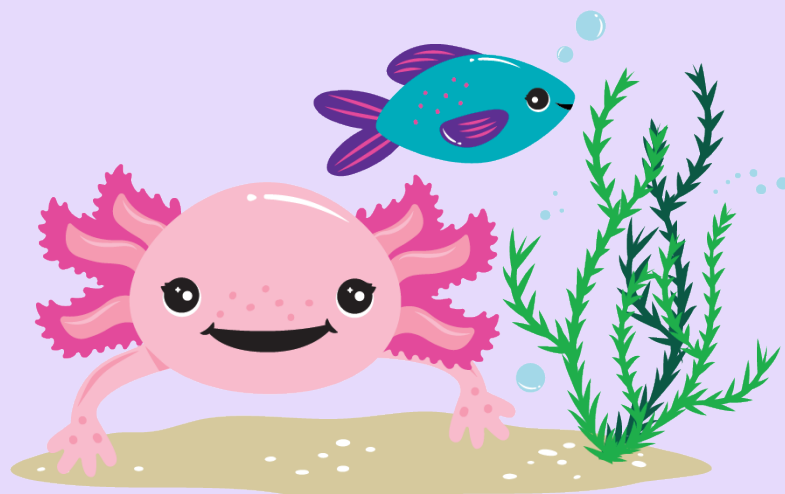
- **In-House Cookie Dough** | For use at our physical store locations and GSNWGL camps and programs. In-house cookie dough can also be used for Girl Scout Destinations and for reimbursement of materials needed to complete the Girl Scout Gold Award or the Girl Scout Silver Award.
- **Online Shop Cookie Dough** | Used when making online retail purchases at girlscoutshop.com/GSNWGL.

2024 Cookie Program Cookie Dough expires December 20, 2024. A Girl Scout may request an extension for their earned GSNWGL Product Program Credit (Cookie Dough) to save for a specific long-term goal or travel experience. Extensions may be granted to assist in paying for GSNWGL resident camps, registration fees for travel destinations, or for reimbursement of materials needed to complete the Girl Scout Gold Award or the Girl Scout Silver Award. Extend up to four years!

Camp Certificates and Cookie Dough for Camp | Some camp sessions fill up fast, register early and before camp certificates and Cookie Dough arrives. After your Cookie Dough or camp certificate is received you may apply it to camp fees by calling 888.747.6945. If the amount of Cookie Dough used plus the amount of your deposit exceeds the total cost of your camp fees, you will receive a refund for the overage.

Older Girl Scouts (Cadettes, Seniors, and Ambassadors) can choose to opt out of recognitions and instead earn extra troop proceeds. They will still receive any patches earned. However, Cookie Dough and Membership is part of the rewards plan and will not be awarded to opt-out troops. The troop reward will be available for opt-out troops and the 2300+ reward level is available for opt-out participants.

2300+ Council Travel Level | Reach this level and earn \$1500 towards a Council domestic trip, Council international trip, or Girl Scout Destinations. Reach this level multiple years and save up multiple travel vouchers!



2024 Girl Scout Cookie Program Girl Scout Guide

Unbox the Future

The Girl Scout Cookie Program® is the largest girl-led entrepreneurial program in the world and has been in place for over 100 years! That's a remarkable history, and it points to a bright future for your Girl Scout—one you both can look forward to.

As someone who loves a Girl Scout, you've seen the possibilities the Girl Scout Cookie Program unboxes! With newfound confidence, business skills, and friendship, every cookie package is a building block for whatever future a Girl Scout imagines. Not only that, your Girl Scout will get to enjoy camping trips, sleepovers at museums, and more! And the future is looking sweet! Here's to cheering on our Girl Scouts as they unbox the future!



Own Your Magic

Join our adorable axolotl mascot and take an enchanting adventure as you discover the power of teamwork, leadership, and delicious cookies. Let's sprinkle some magic and make this cookie season the most unforgettable one yet!

Everything Girl Scouts do is designed to help them grow into leaders of courage, confidence, and character. The five skills they learn through the Girl Scout Cookie Program are important ingredients in the Girl Scout Leadership Experience. Here are a few examples of how participating in the cookie program teaches Girl Scouts skills that will help them grow into leaders in their own lives, leaders in business, and leaders in the world.

Through the Girl Scout Cookie Program, Girl Scouts learn...	This matters because...
Goal setting as they set cookie business goals individually and with their team and then create a plan to reach those goals.	They develop a strong sense of self, cooperation, and team-building skills as they learn to set and reach goals to succeed in school, on the job, and in life.
Decision making by deciding what to do with their troop funds, how to market their business, and how to adjust their plans as they encounter challenges and new opportunities.	They develop critical-thinking and problem-solving skills that will help them make big and small decisions in their life; practice helps them make good decisions.
Money management as they develop and manage a troop budget, take cookie orders, track their sales, and gain confidence handling and managing money.	They gain practical life skills by knowing how to confidently handle, manage, and leverage money to do great things.
People skills as they learn how to talk to, listen to, and work with customers in person and virtually. Plus, they put teamwork into action as they reach their goals together.	These experiences help them develop healthy relationships and conflict-resolution skills for the future.
Business ethics as they learn to run their businesses using the Girl Scout Law as a guide, being honest and responsible every step of the way.	They practice putting the positive values they learn as Girl Scouts into action to become ethical leaders.

2024 Cookie Program Dates

January 17–31 | Girl Scouts take door-to-door orders. Money is not collected at this time. Orders are due to the Troop Cookie Manager (TCM) by

January 17–March 31 | Digital Cookie is open for orders.

February 1–March 31 | Participants can keep selling using the Keep Goal-ing Card.

February 22–March 1 | Girl Scouts pick up cookies from their TCM, then deliver cookies and collect money. All money from initial orders is due to the TCM by

March 1–31 | Direct Sale—Troops participate in Cookie Booth sales and walkabouts.

May | Girl Scouts receive rewards from their Troop Cookie Manager.

June 15 | Final day to report reward and Cookie Dough discrepancies to the GSNWGL Product Program Department.

June 30 | If membership recognition is earned, Girl Scout must be reregistered by this date.

My Troop Cookie Manager is

Helpful Hints

Show you're a Girl Scout by wearing a Girl Scout membership pin, uniform, or Girl Scout clothing (e.g., a Girl Scout t-shirt) to clearly identify yourself as a Girl Scout.

Cookies are \$5.00 per package with the exception of the Gluten-Free Caramel Chocolate Chip, which are \$6.00. The price of cookies is set by our Council, and it is important to note that cookies cannot be sold at a different price.

Collect payment when cookies are delivered. If a customer is only purchasing cookies to donate, collect the money when the order is taken. If customers are using the online payment options online, they will also be able to pre-pay for cookies.

Checks should only be made out to Girl Scouts.

Turn in money weekly and by each deadline set by your troop cookie manager.

If a customer no longer wants their cookies, use those cookies to fill your Keep Goaling orders or do a Walk About or work with your Troop Cookie Manager to see if anyone in your troop needs extras.



Gluten-Free Caramel Chocolate Chip Cookie

Gluten-Free Caramel Chocolate Chip does not appear on the order card. Check with your troop to see how many gluten-free cookies are available for you to sell. Your customers will also be able to purchase gluten-free cookies from you through your online Digital Cookie account. (Both in-person and online supplies will be limited.)

Caramel Chocolate Chip cookies come in a 5-ounce resealable standing pouch and are offered at \$6 per package. Full ingredient information can be found at abcbakery.com.

Digital Cookie®: New Online Selling Platform for Girl Scouts

Digital Cookie helps Girl Scouts run and manage their Cookie business online. It's a fun, easy and educational addition to their Girl Scout Cookie Program experience. Participants can take cookie orders, track purchases and deliveries, and make a direct digital connection with customers.

Packed with fun, easy-to-use tools, Digital Cookie delivers more ways to participate, more ways to sell, more ways to buy, and more ways to learn! And Girl Scouts can earn cool cookie business badges and pins along the way.

Four Easy Steps

- **Register for Digital Cookie** | Look for a registration email a few days before the cookie program kicks off. The registration email will come from email@email.girlscouts.org.
- **Set up Your Site** | Take a few minutes to set your goal, share your cookie story and upload a fun picture or video. Then publish and go!
- **Invite Customers** | Use the emails in Digital Cookie to reach out to customers. Ask them to visit your site, purchase, and share your site. Also, post your site on social media.
- **Track Your Goal** | Use your Digital Cookie platform to track sales and inventory and check progress towards your goal.

Once you've signed up, you can:

- Let customers easily order their favorite Girl Scout Cookies.
- Take orders on your website—or in person with the app.
- Get important safety advice and cool cookie-selling tips.
- Accept credit card payments—it's so easy.

You can also use the app to check your progress and share your site URL via email. Remember: only share with cookie customers you and your family know—safety first!

The Digital Cookie app makes it super simple for customers to order their faves online and pay by credit card to either get the cookies right from you or have them shipped—awesome!

Digital Cookie will be open from January 17–March 31.

Girl Scouts Using Online Marketing

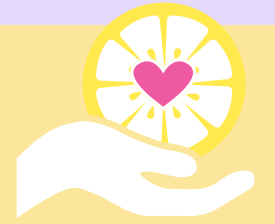
Girls may use the Internet to share their Cookie Program sales links, stories, and learning with the following guidelines:

- The Girl Scout Cookie Program is a girl-led program. Online marketing and sales efforts should always be led by a Girl Scout while being supervised by their parents or caretakers.
- Girl Scouts engaging in online sales and marketing must review and apply the Digital Marketing Tips for Cookie Entrepreneurs and Their Families.
- Girl Scouts, volunteers, and parents/caregivers must adhere to the Girl Scout Internet Safety Pledge, the Digital Cookie Pledge and Girl Scouts' Safety Activity Checkpoints for Computer and Internet Use and Cookie and Product Sales.
- Sales links should never be posted to online resale sites (e.g., Craigslist, eBay, Facebook Marketplace, Facebook Swap).
- Social media ads should not be purchased or donated to promote sales links.
- Girl Scouts should remove their last names when using social media in order to protect their identities.
- All terms and conditions on Digital Cookie must be adhered to; for copies of terms and conditions, please contact GSUSA.
- GSUSA reserves the right to remove or disable the link for any reason including violation of guidance, inventory fulfillment issues, safety issues, or if sales and marketing activity goes viral and otherwise creates unanticipated disruption.
- Parents, Girl Scouts, and volunteers should contact and collaborate with their council and GSUSA in advance on any news media opportunities tied to Girl Scouts' online marketing and sales efforts.



Make Sure Your #CookieBoss Is Ready to Sell

All participants must be registered Girl Scouts and return a signed permission form to their leader or Troop Cookie Manager to participate. Once all that's squared away—set your goal and start taking orders (with an adult of course)!



Initial Order Taking

January 17–31, Girl Scouts make calls, go door-to-door, and contact those they know to take orders for Girl Scout Cookies. (Use business cards or door hangers with your online store link.) Families can enter the initial orders in Digital Cookie. Troop Cookie Managers then confirm the orders in Smart Cookies. Troop Cookie Managers can also enter initial orders on behalf of their Girl Scouts. Once the Girl Scout Cookies arrive, the troop sorts them by individual Girl Scout. Each Girl Scout then delivers the cookies and collects payment.

Keep Goal-ing

After the initial order cards are turned in, Girl Scouts can Keep Goal-ing and continue to take orders from February 1–March 31. This is a great way for a participant or troop to reach their goals!

Turn in your Keep Goal-ing orders to your Troop Cookie Manager, so they can pick up cookies from the cookie cupboard, or use some of the troop extras. Girl Scouts will continue to earn rewards and troops will continue to earn proceeds during this time. Get a Keep Goal-ing order card when you turn in your initial order card to your Troop Cookie Manager or find one on our website at gsnwg.org.



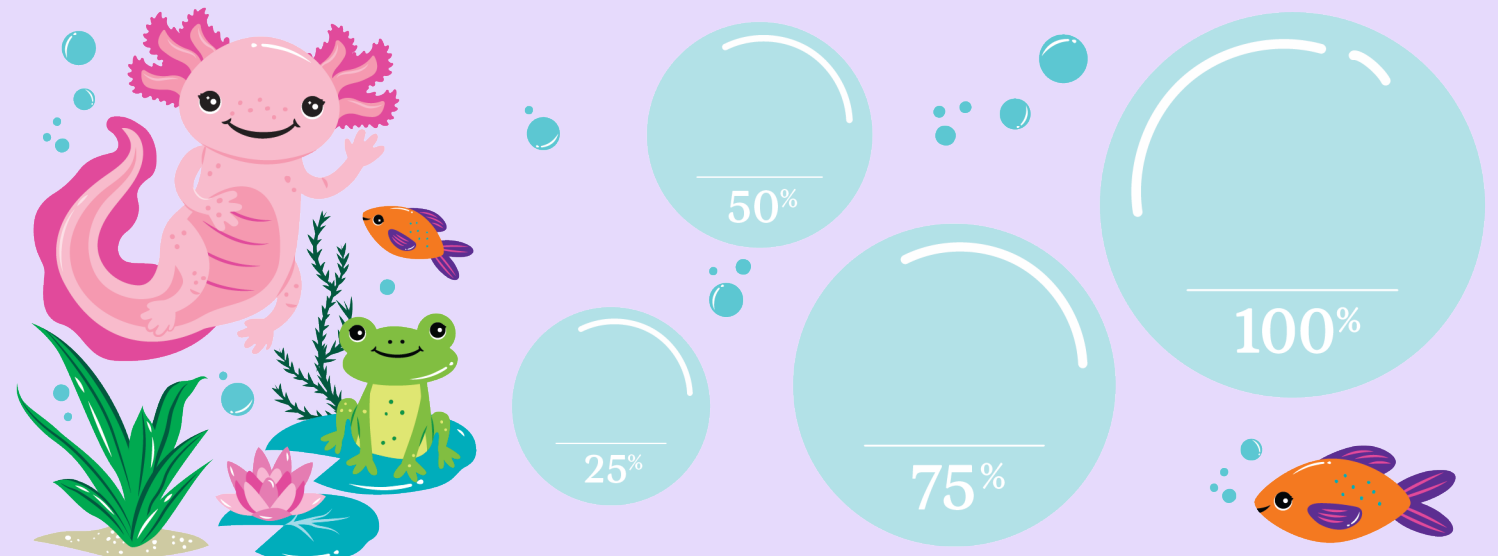
Walkabouts

During a walkabout, Girl Scouts sell cookies door to door, but instead of taking orders and delivering later, participants have the cookies with them for customers to purchase directly. This is so convenient for Girl Scouts and their customers!

Sometimes, troops meet and walkabout together as a group, on a weekend or early evening. Other times, Girl Scouts and their parent/caregiver can “check out” cookie packages for an individual walkabout, using cookies from their troop's back-up supply. Ask your Troop Cookie Manager for more information.

Cookie Goal Tracker

My Girl Scout Cookie Goal: _____



Cookie Share Donations

Cookie Share is our Council's cookie service project. Cookie Share allows customers to purchase cookies to be donated to women and men serving in the military and to local shelters, frontline workers, and food banks. During the 2023 Cookie Program, almost 24,000 packages of Cookie Share cookies were donated!

Follow these easy steps:

- Ask every customer if they would like to purchase a Cookie Share donation.
- Record donations in the order card's “Cookie Share” column.
- Collect \$5.00 for each box of Cookie Share cookies.
- Turn in Cookie Share money and orders to your Troop Cookie Manager.
- Sell 6+ packages of Cookie Share donations to earn the Cookie Share patch. (Online customers can choose to donate cookies. There will be no shipping fee—we take care of delivering the cookies. There is a \$1.25 processing fee per order.)

Participants will earn rewards and troop proceeds on all Cookie Share cookies sold.